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EXECUTIVE DIRECTOR

Change!

Uh-oh, I said it: change.

Change is a word that usually elicits concern and comments like, “If it ain’t broke, don’t fix it.” In recent history, the word has even taken on a much more negative connotation in some circles.

During my tenure as a member of the co-op family, I’ve learned that most people are hesitant to change until they see the benefits – then they embrace it. And I think that is a very smart approach: Be cautiously optimistic that change can be a good thing.

At the WREA, we have undergone some significant changes over the past decade, including moving our offices from Casper to Cheyenne, changing the leadership of the statewide office and, most recently, changing the editorial staff of *WREN*.

You already might have noticed some slight style changes in *WREN* over the past year, and (hopefully) you still feel that it’s the same magazine you’ve enjoyed for years and years. I hope that some of the changes you’ll be seeing in your magazine going forward you’ll view equally positively.

In the coming months, we will be introducing a new look to the magazine, and believe

me, the change has not come without careful consideration and concern for the tradition of the magazine and for our readers.

After discussing proposed changes with the WREA board and staff and the editorial staff of *WREN*, we feel the changes are timely and will accomplish two things:

1. Update our look, which in turn might attract some of our younger co-op members.
2. Spark the interest of our traditional leaders by showing them something new and different while holding true to our past.

After all, it’s not as if the look of the magazine has remained unchanged for the past half-century. In fact, the magazine has gone through a number of facelifts, as you’ll see in the story on page 18 by *WREN* editor Cara Eastwood Baldwin.

So again, I hope you’ll like and appreciate the subtle changes we’ve made to your magazine and view them as a step toward modernizing *WREN* – all the while keeping it the enjoyable and informative magazine that it has always been.